

# **RJ REYNOLDS**

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610  
PROMOTIONAL COORDINATOR

8899 MAIN STREET  
WILLIAMSVILLE, NY 14221  
(716) 634-4179  
FAX (716) 634-3145

November 25, 1997

**RJR Account #509977**

Mr. F. Stewart

H. FOURTUNIS DBA A-W

**JANUARY CTS: DORAL \$7.50 OFF 15-PACK PURCHASE / PROMOTION #800007**

Dear Fred:

DORAL .50¢ off/pack tear-tape product (6M) has been ordered, along with **16** 15-Pack Carton Kits, Item #535805, and P.O.S. Kits, Item #535811 to pack and ship this promotion to participating retail accounts on the attached Customer List. Refer to the Customer List for specific distribution of product, displays and P.O.S. Kits.

DORAL.50¢ Tear Tape BRAND STYLE	UPC Code	#/ (6M) Cases
Light	12300-24864	<u>1</u>
Lt 100	12300-24865	<u>2</u>
Men Lt 100	12300-24868	<u>1</u>
FF	12300-24869	<u>1</u>
FF 100	12300-24866	<u>2</u>
Ult Lt 100	12300-24870	<u>1</u>

**Displays (Item #535805)**

SKU CUBE:

**0.9982**

SKU WT (w/o Product):

**2.4900 lbs**

Retail Sales Offer per Sku:

**10 units**

Billing per Sku:

**10 Savings Cartons**

Product / Display Arrival:

**January 6, 1998**

Ship Date to Retail:

**Week of: January 19, 1998**

EFT \$ Amount:

**\$1,208.34**

51855 9840

-2-

\$7.50 15-Pack

H. FOURTUNIS DBA A-W

**Promotion Description:**

Doral cartons will be marked on outside with "Special Offer" stickers on end panels. All packs will have ".50¢ Off" tear tape. Each Doral case contains 20 15-pack offers. Place one specially marked carton into the promotional 15-pack carton and place an additional five packs specially marked .50¢ off tear tape packs into the 15 pack carton to complete the offer. Close and tape the display case.

**Display Load: Ten 15-Pack Cartons Per Display; ensure brand mix.**

**Brand Styles: Doral Lt / Lt 100 / Lt Men 100 / FF / FF 100 / Ult Lt 100**

**SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAILER LISTED.**

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST**

**See attached 'Wholesaler Packing Instructions'**

A list of accounts authorized to receive product distribution is attached. RJR will reimburse you \$28.00 per live 12M case for all product packed and shipped to retail on a timely basis. This equates to \$36.00 (4 (12M) case(s) @ \$28.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

*Judy*

J. Campbell  
Promotional Coordinator / 1610

/jc

cc: 162309

L. E. MacWilliams

Enclosure: Customer List  
Wholesalers Packing Instructions

**Note to RJR Manager:**

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

D-7500FF.DOC

51855 9841

**PROMOTION #800007: DORAL \$7.50 OFF 15-PACKS**

**CUSTOMER LIST**

SHIP ONE P.O.S. KIT (ITEM #535811) TO EACH RETAIL ACCOUNT LISTED

ONE DISPLAY (ITEM #535805) = TEN 15-PACK CARTONS:

ONE 15-PK CARTON EACH (DORAL LT/LT MEN 100/FF/ULT LT 100) AND

THREE 15-PK CARTONS EACH (LT 100/FF 100)

#/ CARTONS PER STYLE

**D O R A L**

SR TER	SIS#	FULL NAME	ADDRESS	CITY	STATE	#/ DISPLAYS (#535805)	LT 100	LT 100	LT MN 100	FF 100	FF 100	ULT LT 100	VAP SIS#	VAP DIRECT ACCT NAME	DIR ACCT SUPPLIER #
162309	179440	MONUMENT STATIONERY	314 HIGHLAND AVE	PEEKSKILL	NY	16	30	60	30	30	60	30	509977	H. FOURTUNIS DBA A W	
CASE TOTALS: 1/2/1/1/2/1															

# WHOLESALE PACKING INSTRUCTIONS

## VALUE ADDED PROMOTIONS

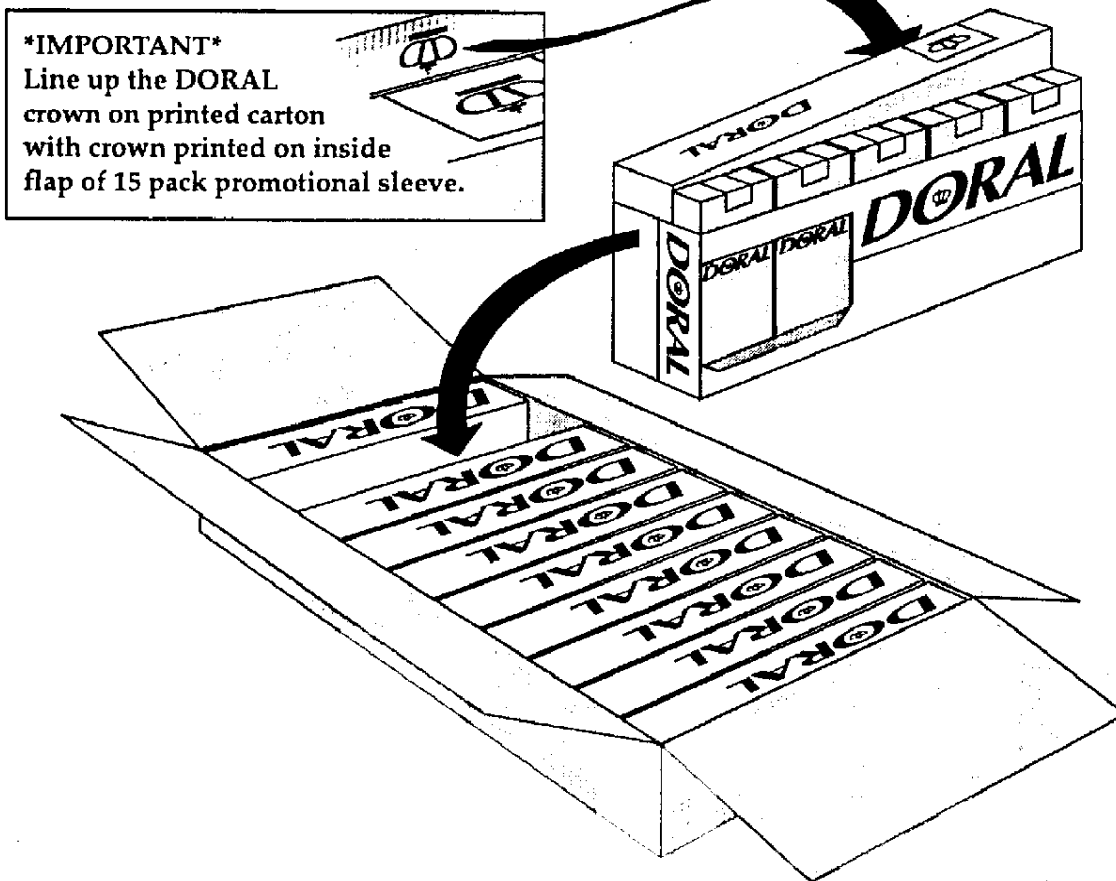
1ST QTR.'98

# January DORAL \$7.50/15 PK

(Load 5 packs/Load 1 carton)

### STEPS

1. Open DORAL \$7.50/15 PK shipping case.
2. Load 1 full carton and 5 packs in each sleeve.
3. Close and tape case.
4. Ship to retailer.



51855 9843

Item: # 535805

Description: DORAL 7.50/15 PK shipper

Brand Style	LT	LT 100	LT MEN 100	FF	FF 100	ULT LT 100
Number of Cartons	Cm sure 10 Carton Brand Mix in Display					